

Risk Reduction Policies – Case of Tobacco Control

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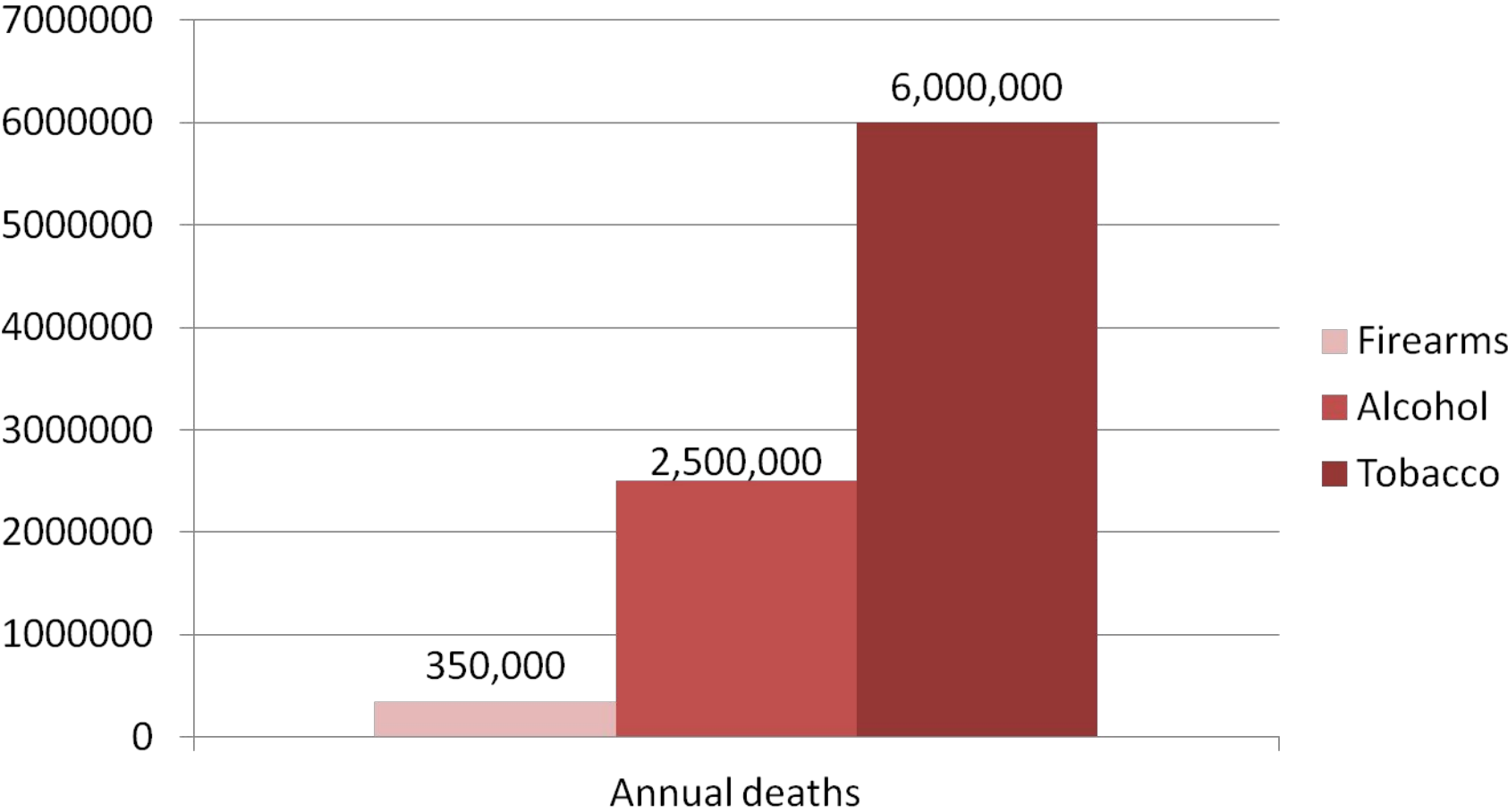
Ministry of Health

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outline

- **Process**
 - information,
 - rationale ,
 - interventions (what, how far in Kenya)
- **Challenges**
- **Impact**
- **Way forward**

Deadly human made products



Tobacco plant



Tobacco journey - from the production to the consumption



Ripe tobacco leaf



Harvesting



Drying/curing



Auctioning



Manufacturing



Blending- (punching)



Sorting/classification



Quality control



Final product



Victims

Contents and Emission under discussion

Content	Emission	Purpose/ Health effect
Nicotine	Nicotine	Addiction
Ammonia	Free Nicotine	More addiction
Humectants	Humectants Aldehyde (glycerole	Moisture; Carcinogen
Flavors	Aldehydes <ul style="list-style-type: none"> •Formaldehyde IARC class 1 carcinogen (Ca lung, nasopharynx, Resp. Dse) •Acetaldehyde IARC class 2B carcinogen 	↑Nicotine absorption→↑Addiction; Carcinogen, DNA interference, Inflammation, Cytotoxic; *? Aldehyde dependence
Tobacco Leaf	<ul style="list-style-type: none"> •Polycyclic Aromatic hydrocarbons (PAH)- IARC class 1; found in the tar fraction of smoke •CO, Benzene, Volatile Organic Components (VOCs) •Tobacco specific Nitrosamine (TSNA) , NNN, NNK 	<ul style="list-style-type: none"> • Carcinogen, •Toxicants, Affects all systems, organs including fetus; •Carcinogen

Tobacco Products

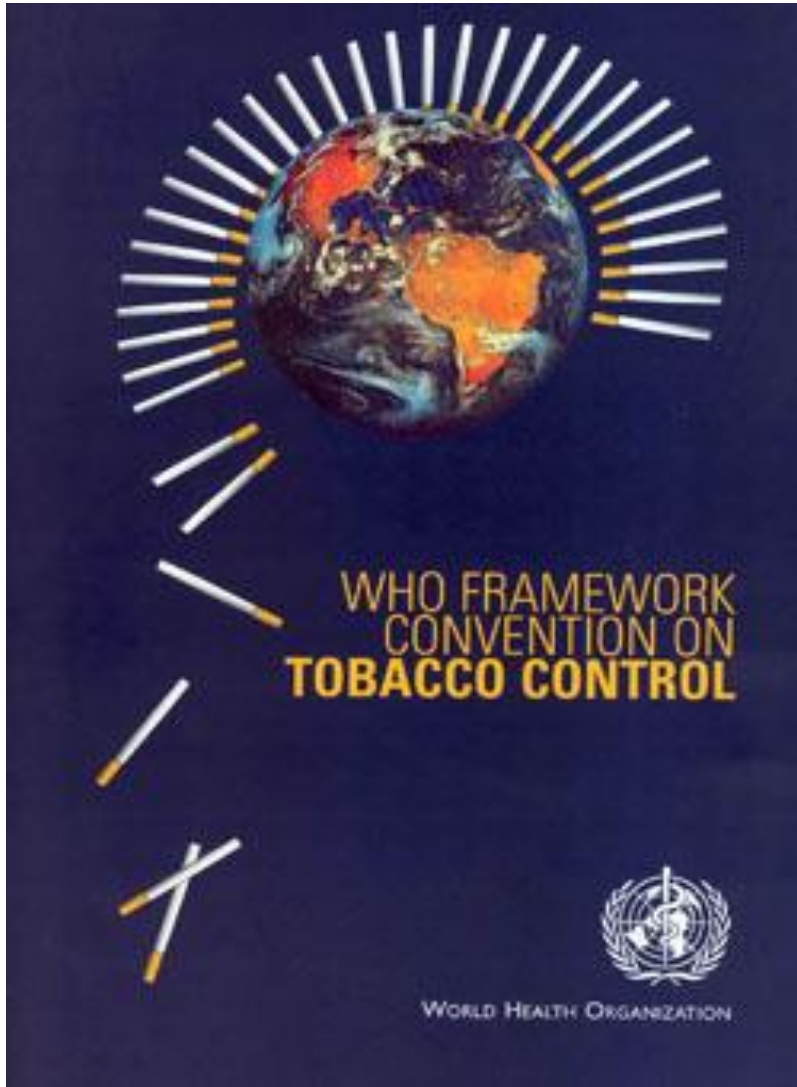


NICOTINE

Highly engineered product



Global Threat - Global Weapon

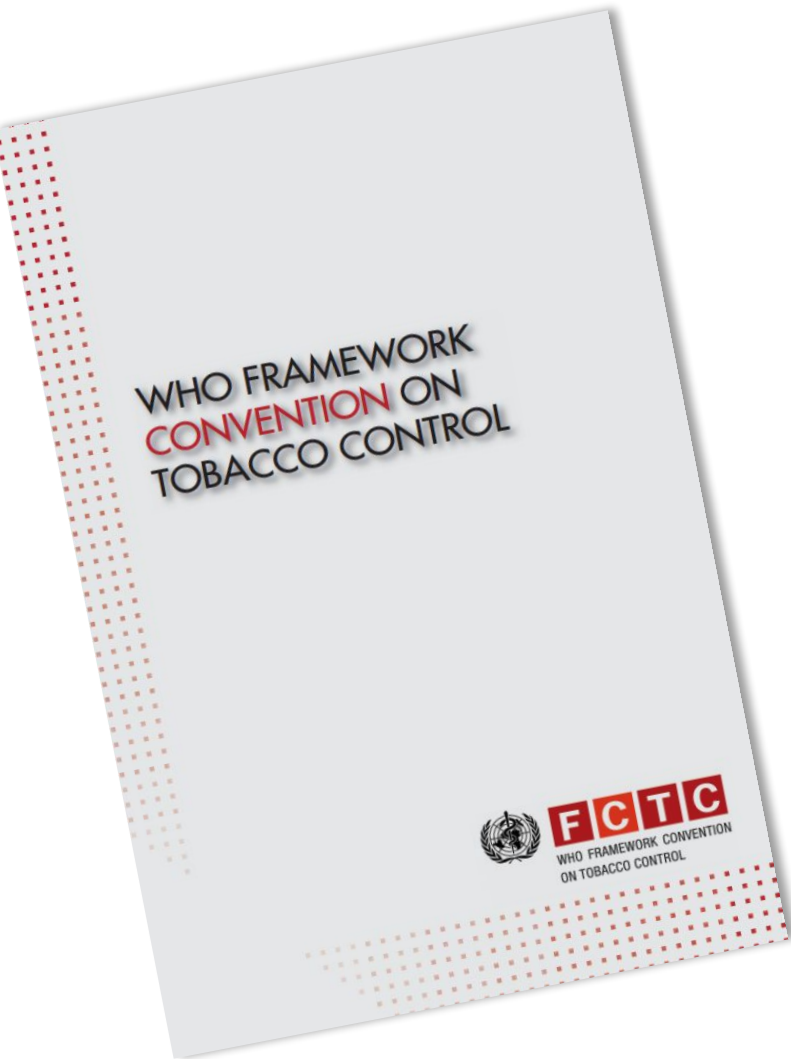


- Globalization of tobacco products
- In the late 20th century **tobacco become global threat.**
- **Required a global**

FCTC

- **1st PH treaty**
- **Multifaceted response**
- **Legally binding**
- **Focus by Industry on new and emerging markets**
- **Weak legislation & policy environment**

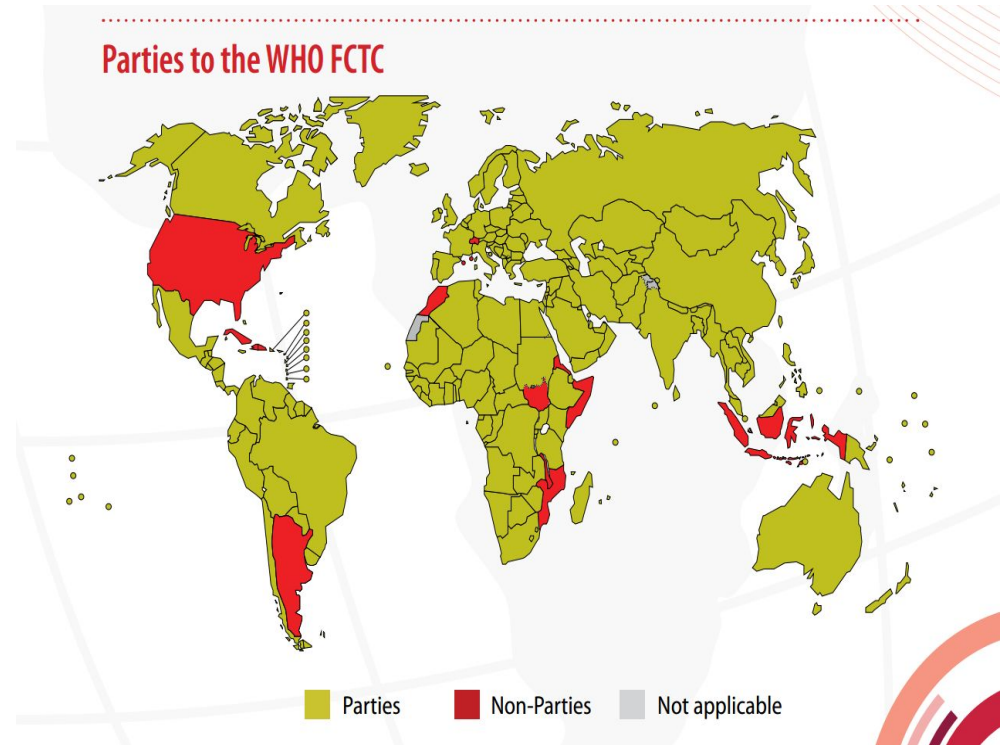
Provisions



- **Demand reduction**
 - ✓ Raise Tax and Price
 - ✓ Protect from SHS
 - ✓ Regulate Content and emission
 - ✓ Disclosure of cont and emission
 - ✓ Packaging & labelling
 - ✓ IEC
 - ✓ Ban TAPS
 - ✓ Cessation services
- **Supply Reduction**
 - ✓ Eliminate Illicit Trade
 - ✓ Ban sale to and by Minors
 - ✓ Provision of economically viable alternatives to tobacco growing
 - ✓ Protection of environment
 - ✓ Liability on TI

Scientifically sound; Comprehensive; Living document

- 181 Parties
- It reaffirms the right to highest standard of health.
- protect **present and future** generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to second-hand smoke
- It inhibits **the tobacco industry's** ability to influence the health policies
- Identifies resources for implementation
- Establishes **collaborations** and **cooperation**

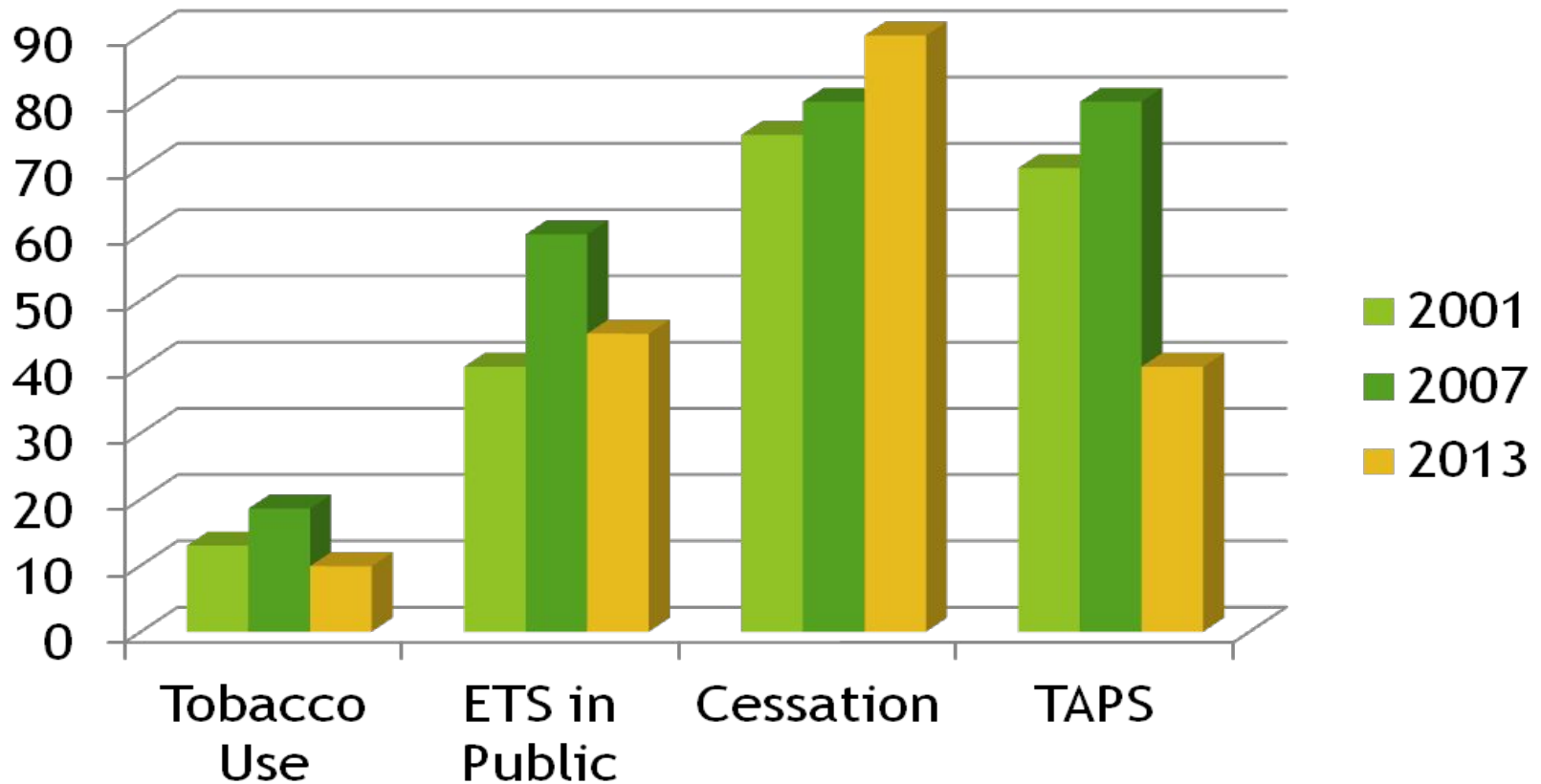


Development Issue

3 (a) – Implement the FCTC

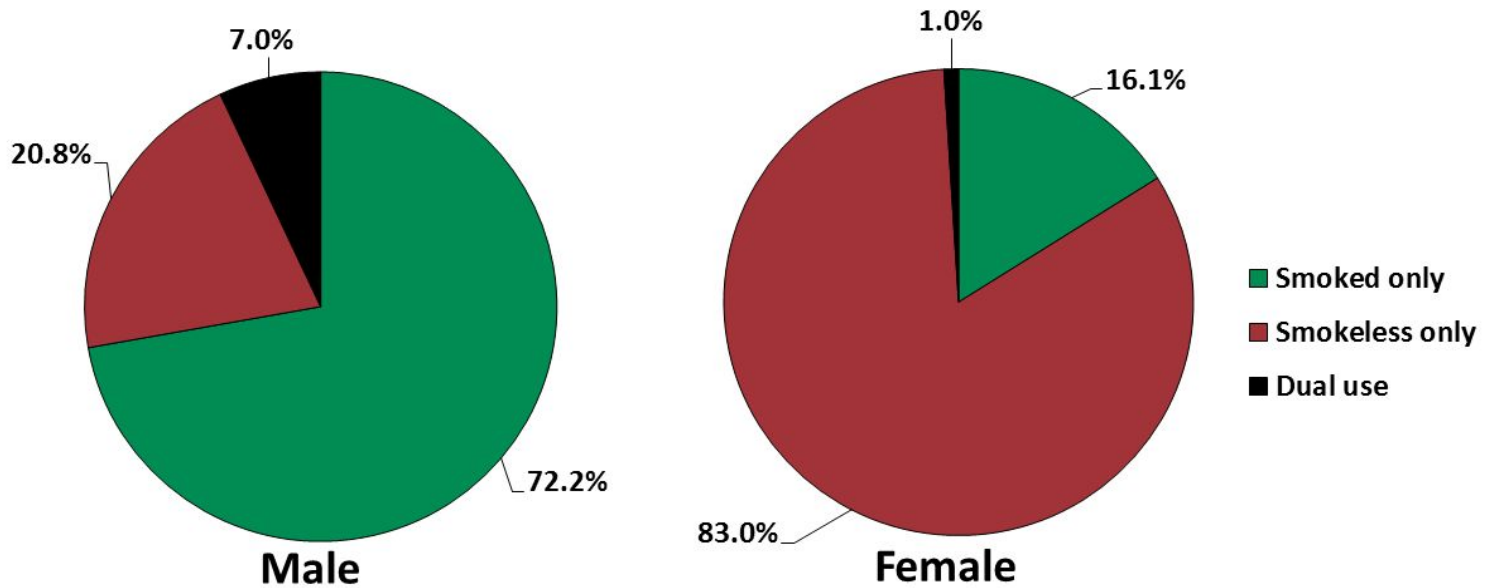


Global Youth Tobacco Survey (GYTS)



Current Adult Tobacco Use, by Gender

Nationally, 11.6% of adults use tobacco



Tobacco Control Act 2007

SPECIAL ISSUE

Kenya Gazette Supplement No. 95 (Acts No.4)



REPUBLIC OF KENYA

KENYA GAZETTE SUPPLEMENT

ACTS, 2007

NAIROBI, 8th October, 2007

CONTENT

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The Tobacco Control Act, 2007.....	133

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- To protect **individuals** from disease and death caused by tobacco use
- To protect **children** by restricting their access to tobacco products
- To educate the **public** on the dangers of tobacco use
- To protect **non-smokers** from 2nd hand smoke
- To protect **consumers** of tobacco products from misleading inducements to use tobacco
- To protect **tobacco growers**, workers and sellers by providing alternative economic activities
- To protect the government by dealing with **illicit trade**
- To protect smokers by providing for **cessation**

National Action Plan 2010-15

- Monitoring tobacco epidemic – use, products, prices, control etc
- Reduce affordability of tobacco products by increasing tobacco taxes, ban sale by stick (**Taxation**)
- Ensuring smoke-free environments in all public places (**Smoke-free environments**)
- Warn people about tobacco use and exposure to second hand smoke through effective health warnings and media campaigns (**Community Empowerment**)
- Integrate tobacco control into health care systems; Early id & offer services that address tobacco dependence (**Cessation**)
- Enforcing the ban on all forms of tobacco advertising promotion an sponsorship (**all products**)



Smoke-free Environments



Requirements for Packaging and Labelling



- On ALL Packages
- Ban on false, Misleading, deceptive terms
- 14 Text Health warning covering 30% front and 50% ; Rotation ; 2 languages,
- Disclosure of and constituents and emissions
- Consider plain packaging

Ban on Tobacco Advertising, Promotion and Sponsorship

Turning off the 'TAPS'



Strategies to control tobacco advertising, promotion and sponsorship in Kenya

September 2010

- **Total** ban on **All forms**
Packaging - False, misleading, deceptive content
- Testimonials or endorsement (animal/ human character)
real, fictional, graphic
- Direct and Indirect Ads
- Sponsorship by TI
- Brand elements
- Display on non products
- Sales promotion
- Product stacking

Sales to and by Minors

- Ban on sale to and by minors i.e < 18years
- Prohibited manufacture and sale of objects that resemble tobacco pdts –toys, sweets, snacks
- Ban Vending machines
- Ban sale by stick
- Ban on self service display
- Ban delivery by mail



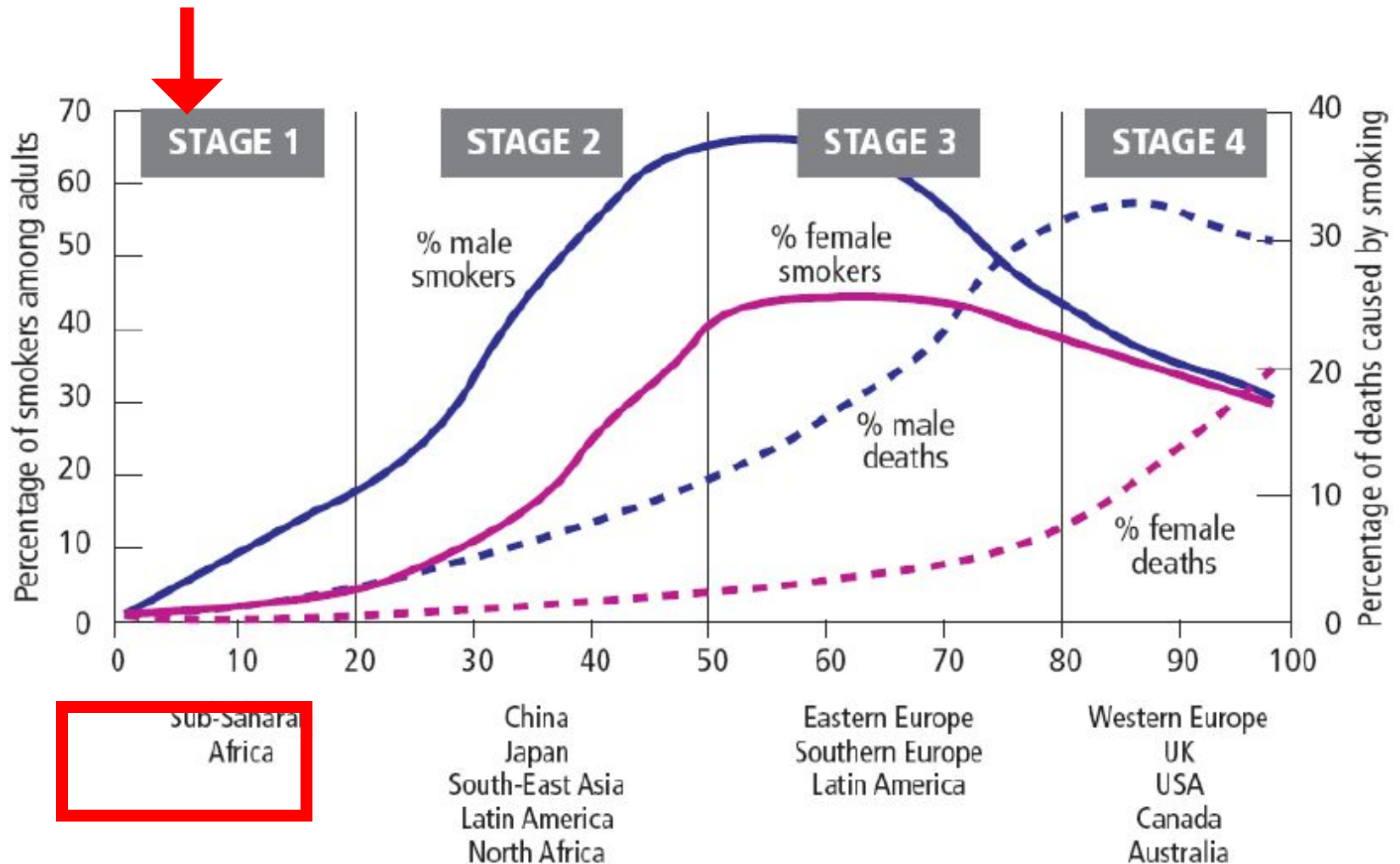
Tax and Price Measures



- About 52% RSP
- Much progress made
- Lots of tobacco industry interference
- Political interference
- Threatened by Regional influence

Impact

The Tobacco Epidemic: the four stages



Monitoring of tobacco epidemic through GTSS (GATS, GYTS); GTRCR; ITC



mainstreaming tobacco in health and development plans



WNTD 2016 Award to TCB on Fight against Tobacco Industry Interference





Kenya Hosted WHO-FCTC 10yr anniversary 25-27th Feb 2015



Challenges

- Tobacco industry interference is still the most important challenge Parties face.
- Legal actions in national and international forums,
- Tobacco control measures purported breach Trade and investment agreements; freedom; rights
- New and emerging products, such as ENDS/SLT
- **Illicit Trade**
- Financing at national level
- Enforcement at county level

Way forward

- **Finalize and dissemination of the National Tobacco Control Strategy and Enforcement strategy**
- Strengthen multisectoral action to Sustain action & Resources mob
- Advocate for reinstated fiscal policy to reduce demand for tobacco
 - simplification of the tax structure with single specific rate being the most preferred option.
 - the increase of tax rates in line with recommendations of the WHO and FCTC Art 6 guidelines, ITP
- Ratification of the ITP and development of additional tax control measures to ensure elimination of illicit trade in tobacco products
- **Monitor and counter tobacco industry interference**
- **Tobacco Control implementation Forum**